

Take5

Brand Overview





Take5

Take 5 is an addictive mix of exciting and emotional real-life stories, 50+ puzzles and prizes galore. Each week the magazine shares fascinating stories of scandal, betrayal, love and loss written in intimate first-person style. Every section is engaging and interactive, from the pull-out puzzle book offering the chance to win a life-changing prize, to the lifestyle section with its family-friendly meal ideas, expert health advice, fashion and beauty inspiration and psychic insights.

A word from our expert...

Take 5 is about everyday people, sharing their true stories with their fellow Aussies. From incredible accounts of survival against the odds, to shocking crime stories and uplifting takes of love and friendship, it's a magazine that's got it all! When coupled with more than 50 puzzles each week and life-changing prizes, from a brand-new car to tens of thousands in cash, it's addictive on every level.

RACHEL WILLIAMS
Editor



Multiple Touchpoints

Take 5 is about everyday people, sharing their true stories with their fellow Aussies with several touchpoint across their print and digital platform, *Now to Love*.



Solus Subscribers: **65,000**
Newsletter Subscribers: **64,000**

Masthead Readership: **430,000**
Cross-Platform Readership: **511,000**
Total Touchpoints: **1,666,433**

Instagram Followers: **1,835**
Facebook: **31,298**
Combined Social Following: **33,133**

Now to Love
Page Views: **907,227**
Unique Audience: **830,724**

Key Opportunity



Magazine Millionaire

This marketing initiative gives magazine readers the chance to win ONE MILLION DOLLARS by simply doing what they love – reading our magazines. The campaign will run over a six-month period, in which time we will use the reach of our brands to encourage readers to buy multiple magazines to collect (20) tokens for the chance to win the big prize. The more tokens they collect, the better the chance they have to win!

Brand Extension



Take 5 Bumper Monthly

Take 5's 84-page Bumper Monthly is packed with everything readers love in their weekly and more! There are gripping true stories and prize puzzles galore, with giveaways including a \$35,000 car and huge cash wins – all in an easy-to-read large format. There's also lifestyle advice to help make readers' months easier, from relationship and wellbeing tips, to fashion and beauty ideas, the latest health news, home and gardening, travel inspiration, psychic specials and relaxing short stories.

Editorial Pillars



Food



Health



Real Life



Fashion & Beauty



Travel



Puzzles

Our Audience

Shoppers

86% of readers are main grocery buyers.

60% of readers bought from a shopping centre in the last 4 weeks.

68% shopped at a discount store in the last 4 weeks.

Caring

87% of readers say helping others is a part of who they are.

85% are very proud of their family.

60% of readers live a full and busy life.

Engaged

38% enter competitions run by newspapers, magazines or radio stations.

39% enjoy buying magazines.

60% of readers are ready to try new and different products.



Editorial Calendar

Family. Food. Real Life. Fashion & Beauty. Health. Puzzles.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Summer Reads Summer Saver Recipe Collections	Back to School Sun Safe Health Special Skin Care	Easter Feasting School Holiday Guide Easter Craft	Real Life Transformations NT Travel	Mother's Day Gift Guide Beauty Dupes	Winter Wellness School Holiday Guide Winter Style
2025					
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Box Office Blockbusters Spotlight on Carers	Travel Tips for the Ultimate Family Getaway Winter Eats	Halloween Father's Day Craft Central	Super Savers' Special Winter Health Check	Best Beach Reads Ultimate Family Gifting	Beach Bag Essentials Beach Reads Summer Style



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